

Wisconsin Fresh Fruit and Vegetable Program 2010-2011 School Year

Introduction to Program and Application Process

Announcement Date: January 25, 2010

Due Date: March 19, 2010

Thank you for your interest in the Fresh Fruit and Vegetable Program (FFVP). This guide is designed to help you gain a better understanding of the program and all that is involved with being a participating school. On the following pages you will find:

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Program Introduction

The Fresh Fruit and Vegetable Program is funded through the Food, Conservation, and Energy Act of 2008, (the Farm Bill), which amended the Richard B. Russell National School Lunch Act by adding Section 19, the Fresh Fruit and Vegetable Program. The purpose of the program is to provide free fresh fruits and vegetables to children and expand and increase the variety and amount of fruits and vegetables children experience and consume. Combined with nutrition education and a reinforcement of healthful eating habits, the program emphasizes long-term goals of positively influencing children's life-long eating habits and combating childhood obesity.

The 2010 – 2011 FFVP grant period is July 1, 2010 – June 30, 2011. The grant will be awarded in two parts: July 1 – September 30, 2010 and October 1, 2010 – June 30, 2011. Each school will receive a small percentage of the total grant award during the first grant award period (July 1 – September 30, 2010) with the bulk of the money awarded during the second grant award period (October 1, 2010 – June 30, 2011).

Wisconsin is targeting October 4, 2010 as the kick – off date of the FFVP in all schools. It is suggested that the small percentage of money awarded during the first grant period be used to purchase non-food items that will be used throughout the year, fruits and vegetables that will be served the first week of October (kick-off week), and any related labor costs.

School Selection Criteria

Schools will be selected by the state agency, based on guidance and oversight by the USDA. Section 19(d) of the National School Lunch Act states the selection criteria for schools to participate in this program:

- ✓ Schools must have *50% or more* of its students eligible for free/reduced price meals.
- ✓ To the maximum extent possible, highest priority will be given to schools with the highest percentage of low-income students.
- ✓ Schools must be elementary schools, or have the ability to separate out elementary students in a K-12 program.
- ✓ Schools must operate the National School Lunch Program
- ✓ Schools must complete an annual FFVP application

School Selection Criteria (continued)

Applications for the Fresh Fruit and Vegetable Program grant must provide the following:

- ✓ A plan for implementation and operation of the program that includes a partnership with 1 or more entities that provide non-Federal resources (including entities representing the fruit and vegetable industry) for the acquisition, handling, promotion, or distribution of fresh fruits and vegetables; or other support that contributes to the purposes of the program, such as nutrition education.
- ✓ A certification of support signed by the school food service manager, the school principal, and the district superintendent or equivalent positions as determined by the school.
- ✓ An emphasis on student health and wellness.

Expectations of Participating Schools

Schools that are selected for the FFVP must agree to:

- ✓ Make fresh fruits and vegetables available a minimum of 3 days/week to all enrolled children during the school day, outside of the National School Lunch or School Breakfast Programs meal service periods.
- ✓ Widely publicize within the school the availability of free fresh fruits and vegetables.
- ✓ Follow program guidelines provided in the USDA issued FFVP Handbook.
- ✓ Participate in a mandatory FFVP training that will occur at the beginning of the program.
- ✓ Be a Team Nutrition School. Please verify that your school is a Team Nutrition School at: <http://teamnutrition.usda.gov/schoolsdb/srchpage.asp>. If your school is not a Team Nutrition School please sign up by going to the FFVP website: <http://dpi.wi.gov/fns/ffvp.html> and choosing “**Team Nutrition Enrollment Form**” under **Forms**.
- ✓ Complete and submit forms: *Fresh Fruit and Vegetable Program Budget Agreement* (PI-6101 forms) by due date, the *monthly Supplemental Claim Workbook with Program Fiscal Report PI-1086(claim form)*, and a *Program Coordinator Quarterly Update* three times during the year.

How the Program Works

The majority of FFVP grant funds must go toward the purchase of fresh fruits and vegetables in efforts to provide the maximum benefits to the children. A portion of funds can be used to pay for wages and benefits of employees involved in washing, preparing, and distributing produce. A maximum 10% of a school’s total grant award can be used for administrative costs, such as the purchase or lease of equipment, and wages and benefits for employees who perform administrative aspects of the program.

The total enrollment of all schools selected for the FFVP in the State must result in a per-student allocation of \$50 - \$75 per year. Wisconsin will aim to award a per-student allocation of \$50 - \$55 for the year. To gain an understanding of what this per-student allocation will equate to at your school:

- A FFVP that is operated October – May will run a program for about **30 weeks** (taking into consideration non-school days and extended breaks).
- \$50 per student allocation for the year ÷ 30 weeks of program operation = \$1.66/week per child
 - Serving snack 3 days/week = \$0.55/snack
 - Serving snack 4 days/week = \$0.42/snack
 - Serving snack 5 days/week = \$0.33/snack

The above figures show the amount of money that will be available to purchase fruit and vegetable snacks if the entire grant award amount is used for the purchase of fruits and vegetables only. A school that chooses to purchase non-food items (plates, napkins, trash bags, carts, bins, etc.), purchases large equipment (refrigerators), or uses money to pay for labor is decreasing the amount of money available per snack.

Guidelines for Completing and Submitting the Grant Application

1. Each school that is interested in applying for the FFVP must apply separately. If your school district has multiple schools, each school must submit an application. Submission of a FFVP application does not guarantee selection for participation.
2. You must answer all questions and complete all sections of the application. Please use the “**Application Instructions**” document, found on the FFVP website, to help complete the application form. If any questions/sections are not completed the application will be considered incomplete and your school will not be considered for the program.
3. Make one copy of each application being submitted.
4. Complete one *FFVP Application Checklist* (pg. 4 of this document) per school application.
5. Mail the original application, one copy, and one FFVP Application Checklist to:

Linda Handel, RD CD
School Nutrition Team
P.O. Box 7841
Madison, WI 53707-7841

Completed application with one copy must be postmarked by March 19, 2010. Faxed or emailed applications will not be accepted.

Schools selected to participate in the FFVP will be announced in May. The school names will be posted on our website: <http://dpi.wi.gov/fns/ffvp.html>.

If you have any questions regarding the FFVP application, please contact the FFVP Coordinator:

Linda Handel, RD CD
(608) 266-2741
linda.handel@dpi.wi.gov

Fresh Fruit and Vegetable Program Application Checklist

Please check off each box as each task is completed. Please submit one checklist with your original application.

- ☐ Contact information for all personnel involved with the FFVP is included on the application (Food Service Director, Program Coordinator, Financial Manager/Accountant, etc.)
- ☐ All signatures are included:
 - ☐ Section III: District/School Administrator, School Principal, and Food Service Director (or equivalent)
 - ☐ Section IV: Authorized Representative
 - ☐ Section VI: School Food Authority
- ☐ Section VII: FFVP Application Narrative
- ☐ Made one copy of the complete application to send with the original application to DPI

If your school is chosen to be in the FFVP, DPI will be in contact with you during the summer. If your Program Coordinator will not be in school during the summer months, please list a contact person that will be available:

Name: _____

Phone Number: _____

E-mail Address: _____